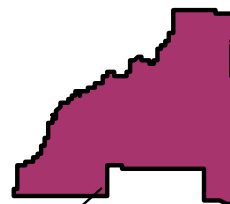
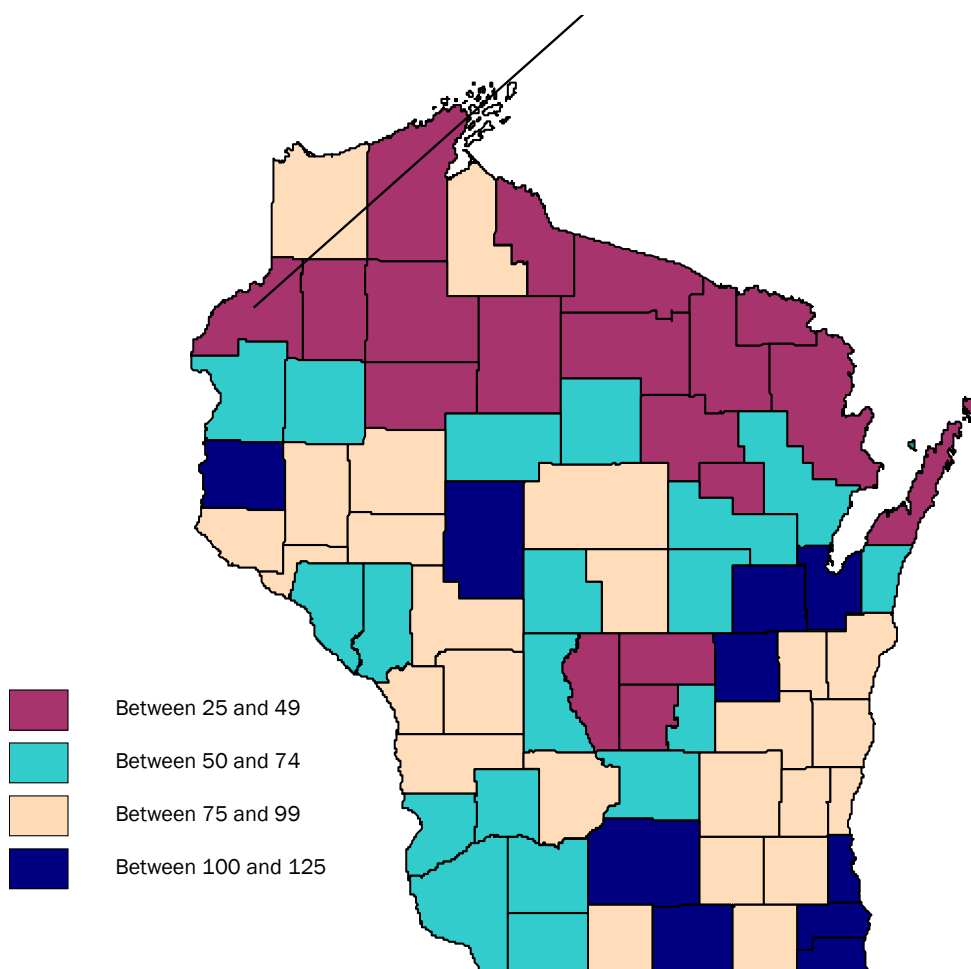


# Burnett County Workforce Profile



The number of residents aged 25-29 years for every  
100 residents aged 60-64 years in year 2025



Source: Wisconsin Department of Administration, Demographic Services Center and the U.S. Bureau of Census.

For comparison, it is projected that there will be 90 residents aged 25-29 for every 100 residents aged 60-64 in Wisconsin in 2025. Nationally, it is projected that there will be 101 residents aged 25-29 for every 100 residents aged 60-64. In 2003, Wisconsin had 146 residents aged 25-29 for every 100 aged 60-64.



## County Population

The population in Burnett County continued to increase at a faster pace than in the nation and Wisconsin and ranked 18<sup>th</sup> fastest growing among the state's 72 counties. From Census 2000 to January 2004 the population in Burnett County increased 4.6 percent by adding 724 residents.

All 24 municipalities added residents during the four years and six of the ten largest municipalities out-paced the percent in-

### Total Population

	April 2000 Census	Jan. 1, 2004 estimate	Numeric change	Percent change
<b>United States</b>	281,421,906	292,287,454	10,865,548	3.9%
<b>Wisconsin</b>	5,363,715	5,532,955	169,240	3.2%
<b>Burnett County</b>	15,674	16,398	724	4.6%
<b>Largest Municipalities</b>				
Grantsburg, Village	1,369	1,438	69	5.0%
Meenon, Town	1,172	1,229	57	4.9%
Grantsburg, Town	967	1,067	100	10.3%
Wood River, Town	974	1,017	43	4.4%
Siren, Village	988	999	11	1.1%
Trade Lake, Town	871	923	52	6.0%
Siren, Town	873	881	8	0.9%
Oakland, Town	778	856	78	10.0%
Swiss, Town	815	851	36	4.4%
Jackson, Town	765	805	40	5.2%

Source: Wis. Dept. of Administration, Demographic Services and U. S. Census Bureau

crease of the county. These municipalities, as well as the county, are growing so fast because they attract new residents who migrate to the area.

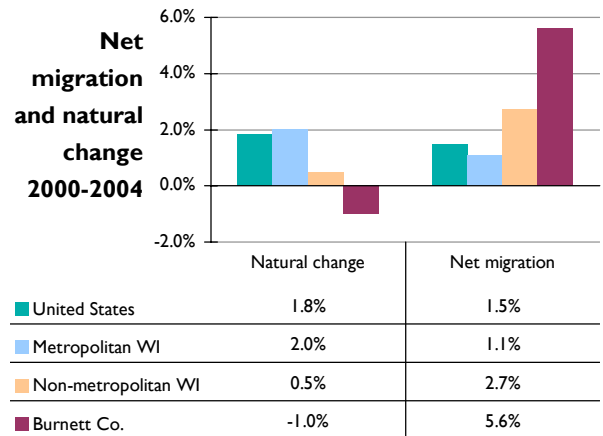
In fact, the increase in county population is attributed entirely to net migration, more people moving to the county than leaving the county. The migration rate in Burnett County of 5.6 percent was more than triple the Wisconsin rate of 1.6 percent and exceeded the rate of other non-metropolitan counties in Wisconsin. A significant share of the net migration to non-metropolitan counties, including Burnett, occurs in counties adjacent to state borders and metro areas. For many of these counties it means an inflow of older residents.

Not all of the new residents move to the county to retire. Many keep their jobs and continue to work outside of the county while others move to the county to raise families. Even though there were fewer births (601) in Burnett County from 2000 to 2004 than

deaths (756) the fertility rate (see glossary) in the county of 65.9 is higher than the rate of 58.7 in Wisconsin. The dominance of an older population, however, is apparent in the average age in the county. In 2000 the average age in Burnett County was 42 years old, much older than the average in Wisconsin of 36 years, and in the county that is projected to increase by 2030 to 50 years.

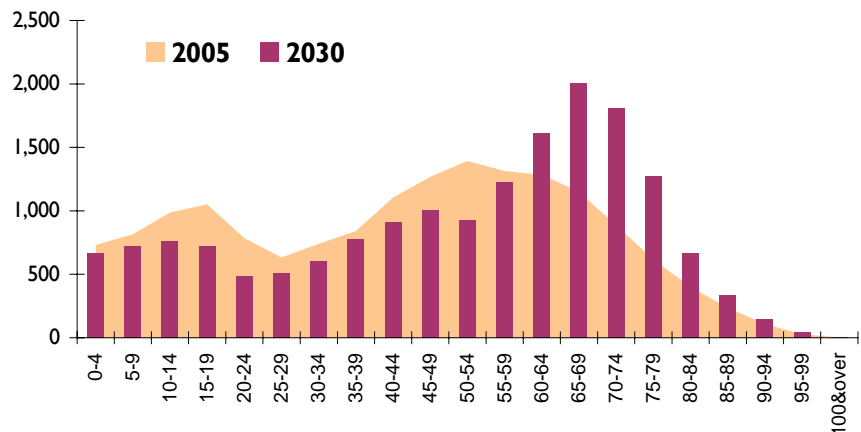
Roughly 29 percent of the population is currently over 60 years old but by 2030 that share expands to nearly 46 percent. In contrast, 27 percent of the current population is under 25 years old and that shrinks to 19 percent by 2030. This trend is dramatized in the bottom graph where the 'hill' created by baby-boomers rises above all other age groups and continues to dwarf other ages in the next 25 years.

The impact of an aging population is perhaps more obvious in terms of services that they will require. But it also



Source: WI Dept. of Admin., Demographic Services and U. S. Census Bureau

### Population by Age Groups in Burnett County



Source: WI Dept. of Administration, Demographic Services

## Future Population and Labor Supply

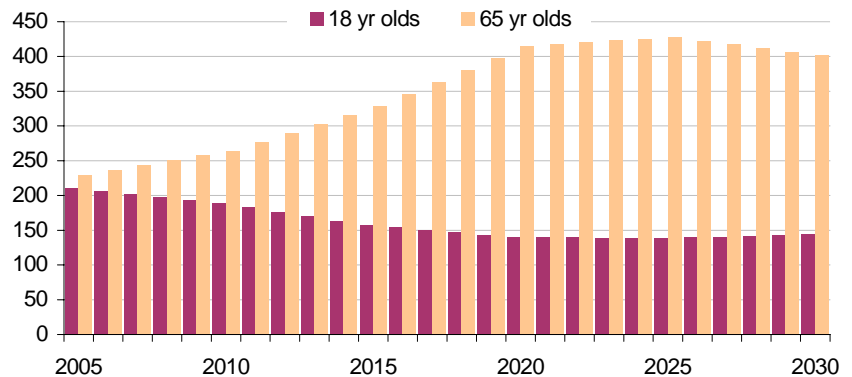
impacts the availability of labor. Assuming that 65 years old represents an average age of retirement and that 18 years old represents high school graduation then a plot of the number of these residents to a points in time when the first group exceeds the second group in number. That convergence occurred in 2004 in Burnett County.

As residents age their participation in the labor force declines. Labor force participation rates (LFPR, see glossary) among the population 25 to 50 years of age generally exceed 85 percent in Burnett County. But, after 55 years the LFPR begins to drop and by 60 years it is under 40 percent (in most counties it remains closer to 50%). The number of residents may increase but as the population ages but the labor force will decline.

Although county population growth will slow it is not projected to decline until after 2020. From 2010 to 2020 the population is projected to increase 2.7 percent. However, because a greater share of the population will be over 50 years old the size of the labor force is projected to decline 6.8 percent. The three columns in the chart on the right illustrate labor force composition and size. Most notable is the increasingly larger sections representing workers over 65 years in the top sections and the smaller sections representing the younger age groups.

This projection uses national assumptions that included a slight increase in the participation rates of older residents but

**Convergence of 18 & 65 year old population in Burnett County**

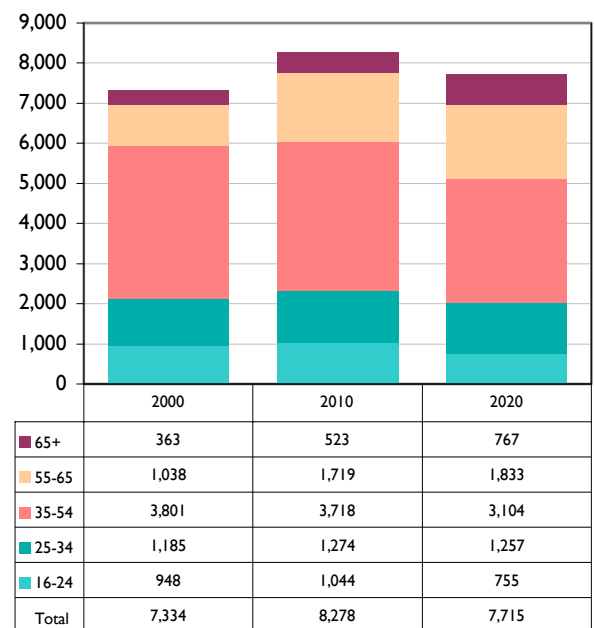


Source: WI Dept. of Administration, Demographic Services

did not factor in the declining participation rates of white residents; and, the population in Burnett County is 93 percent white. The largest ethnic group, American Indian, is roughly four percent of the total population.

Two broad scenarios arise from the disparity in age and ethnicity: 1) there will be labor shortages due to retirements and the lack of replacement workers especially in occupations that rely on younger workers or require specialized skills; and 2) the aging population will impact the economy as the elderly demand changes in the types of goods and services provided in local communities.

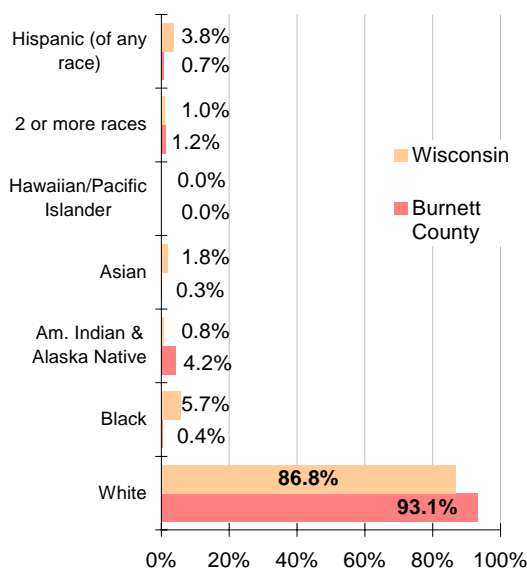
**Burnett County Labor Force Projections by Age**



Decade change	25.2%	12.9%	-6.8%
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Source: DWD, Office of Economic Advisors, August 2004

**Race and ethnic distribution**



Source: U.S. Census Population Characteristics Estimates, 2002

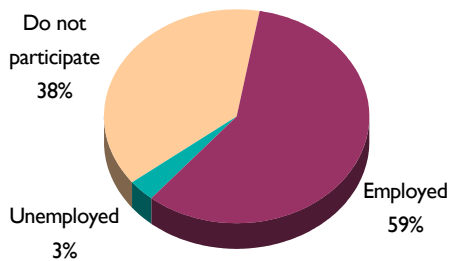
## Current Labor Force

Labor force participation represents the share of population that is 16 years old and older that is either employed or unemployed. Participation rates in Wisconsin and the United States in 2003 were 72.9 and 66.3 percent, respectively.

In Burnett County the participation rate was 61.5 percent. That means that 38 percent of the population 16 years old and older did not participate. That includes some students and individuals who choose not to work including retirees. As

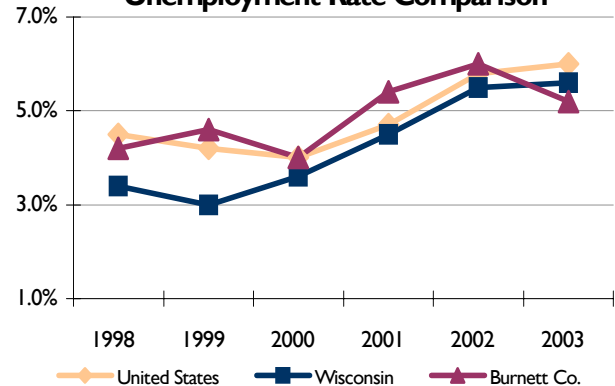
fewer new entrants to the labor force during the last recession is one of the reasons unemployment rates remained as low as they did. The unemployment rate in Burnett County in 2003 was 5.2 percent compared to a 12.8 percent unemployment rate following the 1981-82 recession when the baby-boomers were entering the labor force in droves.

**Labor force participation in Burnett County**



Source: DWD, Office of Economic Advisors, July 2004

**Unemployment Rate Comparison**



the population ages, more retirees will be included in the non-participating category by choosing not to work and the overall labor force participation rate will decline.

There will also be fewer new entrants to the labor force who are seeking first-time jobs and, consequently, fewer included among the unemployed. That, in turn, will produce lower unemployment rates. The fact that there were

**Burnett County Civilian Labor Force Data**

	1998	1999	2000	2001	2002	2003
Labor Force	7,079	6,949	7,245	7,614	7,697	7,993
Employed	6,782	6,632	6,955	7,202	7,238	7,577
Unemployed	297	317	290	412	459	416
Unemployment Rate	4.2%	4.6%	4.0%	5.4%	6.0%	5.2%

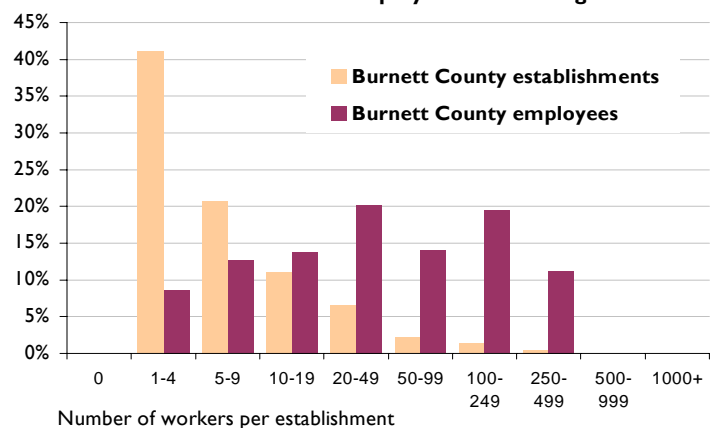
Source: WI DWD, Bur. of Workforce Information, Local Area Unemployment Statistics, 2003

## Employers by Size

Nationwide, about 80 percent of the employers have fewer than 20 employees. In the State of Wisconsin the share of employers with fewer than 20 workers jumps to 85 percent and in Burnett County it increases to 89 percent. In contrast the share of jobs provided by employers with fewer than 20 employees is much smaller. In the nation 27 percent of the jobs are with employers with fewer than 20 workers, in Wisconsin that drops to 22 percent, and in Burnett County 35 percent of jobs, 1,685 out of 4,800, are with employers in this size range.

Over one-third of the jobs in Burnett County, 35 percent, are with employers with 20-99 jobs, however, only nine percent of the employers are in this size range. The average employer in Burnett County has 11 employees, compared with 17 employees in Wisconsin and 13 in the United States.

**Share of establishments & employees in size range in 2003**



Source: DWD, Bureau of Workforce Information, Table 221, July 2004

## Industry & employers by size

Both of the largest industries in Burnett County are in the public sector. The first includes two employers from the largest employer list, St. Croix Tribal Council and County of Burnett, as well as local town and village employment. The second largest industry includes all three of the school districts listed on the top employer list.

The third industry, food services and drinking places, is not

represented on the largest employer list since most employers are small, the average size is 11 workers, but there are many and together provide over 400 jobs.

Three manufacturers are on the top list of employers but only the two largest represent industries included among the top ten, Parker Hannifin Corp. and Burnett Dairy Coop. Also appearing on both lists are health care services and facilities.

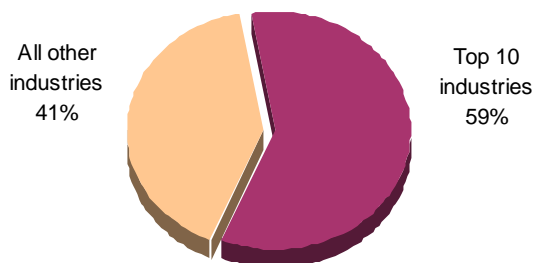
### Top 10 Industries in Burnett County

Industry	March 2004		Numeric Employment Change	
	Establishments	Employees	2003-2004	1999-2004
Executive, legislative, & gen government	24	700	-4	171
Educational services	3	425	-35	14
Food services & drinking places	39	420	33	110
Fabricated metal product manufacturing	5	346	-9	-89
Hospitals	suppressed	suppressed	not avail.	not avail.
Food manufacturing	suppressed	suppressed	not avail.	not avail.
Nursing & residential care facilities	5	171	-11	-25
Food & beverage stores	4	152	-14	-13
Ambulatory health care services	10	142	29	-7
Plastics & rubber products manufacturing	suppressed	suppressed	not avail.	not avail.

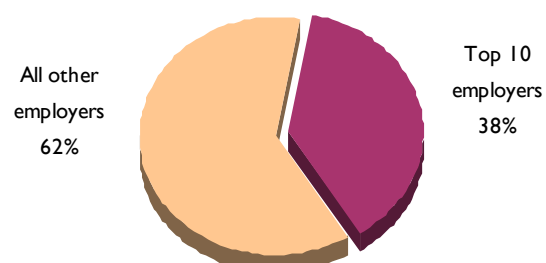
### Top 10 Employers in Burnett County

Establishment	Product or Service	Size (Dec. 2003)
St. Croix Tribal Council	Tribal governments	250-499 employees
Parker Hannifin Corp.	Fluid power valve and hose fitting mfg.	100-249 employees
Burnett Dairy Coop.	Cheese manufacturing	100-249 employees
Burnett Medical Center Inc.	General medical and surgical hospitals	100-249 employees
Grantsburg Public School	Elementary and secondary schools	100-249 employees
County of Burnett	Executive, legislative, & gen. government offices	100-249 employees
School District of Webster	Elementary and secondary schools	100-249 employees
The Evangelical Lutheran Good	Nursing care facilities	100-249 employees
School District of Siren	Elementary and secondary schools	100-249 employees
Nexen Group Inc.	Mechanical power transmission equipment mfg.	50-99 employees

Share of jobs in top 10 industries in  
Burnett County



Share of Burnett County jobs with  
top 10 employers



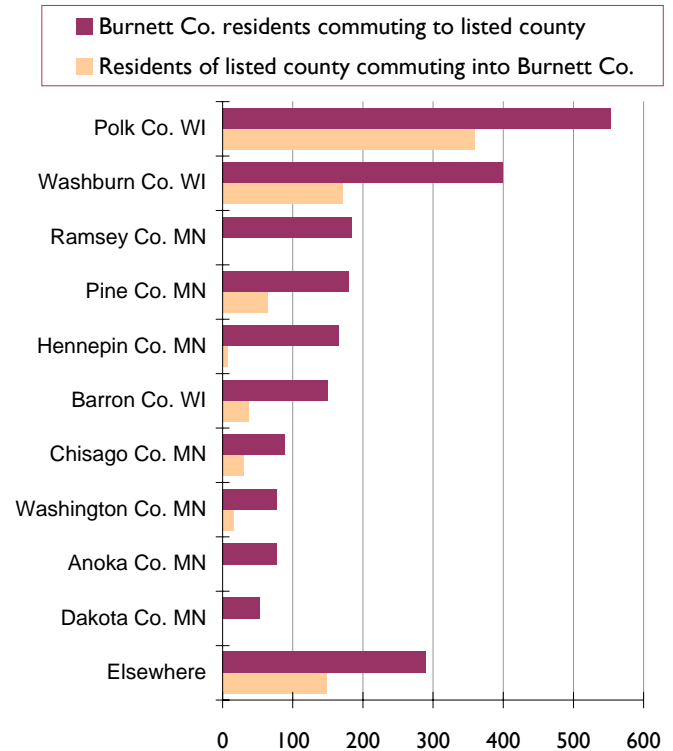
## Commuting

The commuting interaction that Burnett County has with surrounding communities shows a net outflow of roughly 1,400 workers, meaning that more workers travel out of the county for jobs than travel into the county from other areas.

In Burnett County, 2,221 residents, one-third of the workers who live in the county, traveled out of the county for a job. Four in every ten workers who left the county headed for destinations in Minnesota, especially to employers in Pine (borders Burnett), Ramsey and Hennepin counties.

Most workers who leave the county, though, are headed for jobs in Polk and Washburn counties in Wisconsin. The most popular destinations in Polk County are the Village of Frederic and the City of St. Croix; and most of the workers commuting to Washburn County are headed to the cities of Spooner and Shell Lake. Residents who leave the county for work are included in the labor force estimate and is a primary reason that total employment in Burnett County is greater than the number of jobs with area employers.

Employers in Burnett County do attract roughly 835 workers from neighboring communities to local jobs. Most of the incoming workers travel from Polk and Washburn counties. Polk County residents are primarily headed to employers in the villages of Grantsburg and Siren; while most workers from Washburn County are traveling to Village of Webster.



Source: U.S. Census 2000, Special tabulations: Worker Flow Files

## Key occupations & wages

The jobs in Burnett County share some characteristics with neighboring counties and those similarities were used to define a labor supply area. This includes wages for some of the occupations with the most employment in that area. It is significant because these 20 occupations provide approximately 15,900 jobs, or 32 percent of total employment, in the combined county area.

Each occupation includes a mean (average) and median (50<sup>th</sup> percentile) hourly wage probably the most frequently requested wage information. If the mean and median are relatively close the labor market for that occupation is probably tight. Ten of the 20 occupations typically require only short-term training and, for the most part, have a mean hourly wage under \$11/hour. There are also jobs on this list that typically require only moderate to long-term training periods and have mean wages that range from \$11/hour to \$15.50/hour. Only two highest paying jobs require a college degree.

Occupation title	Hourly Wages			
	Mean	Percentile		
		25 <sup>th</sup>	50 <sup>th</sup>	75 <sup>th</sup>
Retail salespersons	\$10.75	\$7.15	\$9.25	\$12.93
Cashiers	\$7.44	\$6.26	\$7.23	\$8.36
Packers & packagers, hand	\$10.91	\$9.34	\$10.54	\$12.70
Truck drivers, heavy & tractor-trailer	\$15.44	\$12.38	\$14.83	\$18.36
Laborers & freight, stock, & material movers, hand	\$10.55	\$8.55	\$10.18	\$12.74
Bookkeeping, accounting, & auditing clerks	\$11.09	\$9.58	\$10.55	\$12.25
Team assemblers	\$11.54	\$9.35	\$11.62	\$14.08
Nursing aides, orderlies, & attendants	\$9.85	\$8.80	\$9.88	\$10.94
Janitors & cleaners, except maids & hskpg. cleaners	\$9.74	\$7.69	\$9.03	\$11.79
Elem. school teachers, except special ed.	-	-	-	-
Comb. food prep. & serving workers (fast food)	\$6.56	\$5.84	\$6.37	\$6.94
Office clerks, general	\$10.00	\$7.94	\$10.06	\$11.95
Teacher assistants	-	-	-	-
Stock clerks & order fillers	\$8.94	\$6.97	\$8.67	\$10.40
Production workers, all other	\$13.47	\$10.19	\$13.65	\$16.32
1st-line supvsr/mgrs. of prod. & operating workers	\$19.67	\$14.70	\$19.22	\$23.21
Helpers--production workers	\$12.66	\$10.76	\$12.35	\$13.93
Registered nurses	\$21.87	\$18.93	\$21.19	\$24.94
Maintenance & repair workers, general	\$15.01	\$12.50	\$15.07	\$17.35
Secretaries, except legal, medical, & executive	\$11.17	\$9.63	\$10.96	\$12.74

Burnett County is part of an area which includes Barron, Burnett, Clark, Rusk and Taylor counties.

Source: DWD, Office of Economic Advisors, special tabulation using EDS and OES 2003

## Employment and Wages

An increase of 2.8 percent, or 132 jobs, in payroll employment in Burnett County from 2002 to 2003 was better than the change of -0.2 percent in Wisconsin. The largest increase in employment of 11.5 percent occurred in public administration (this data does not include public education) with the addition of 84 jobs. Wages in this industry are only 72 percent of wages for similar work in the state and declined with the increase in jobs. Overall average annual wages in the county in 2003 of \$23,726 were three percent higher than in 2002. The increase is similar to the increase statewide of 3.1 percent but average wages in the county are only 71 percent of the average wage in the state.

The highest wages in manufacturing of \$33,064 are paid to over 20 percent of the county's workers and in 2003 manufacturers in the county added jobs in contrast to manufacturing employment in the state that declined 4.2 percent. The lowest wages in leisure & hospitality of \$9,620 are earned by workers in 13 percent of the county's jobs. Several factors influence average wages in industries including job tenure (those with more seniority are paid more than new hires), average workweek (full or part-time), seasonal or temporary employment, and occupa-

### Average Annual Wage by Industry Division in 2003

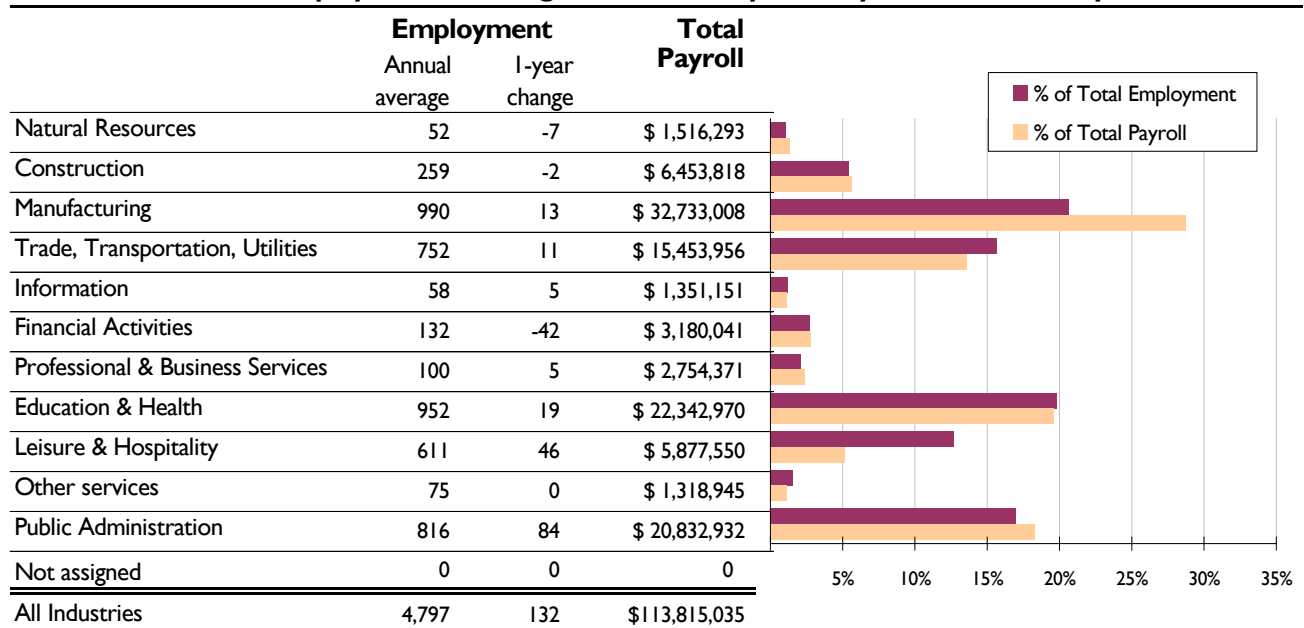
	Average Annual Wage		Percent of	1-year
	Wisconsin	Burnett County	Wisconsin	% change
All Industries	\$ 33,423	\$ 23,726	71.0%	3.0%
Natural resources	\$ 25,723	\$ 29,159	113.4%	13.7%
Construction	\$ 40,228	\$ 24,918	61.9%	4.4%
Manufacturing	\$ 42,013	\$ 33,064	78.7%	3.7%
Trade, Transportation, Utilities	\$ 28,896	\$ 20,550	71.1%	7.1%
Information	\$ 39,175	\$ 23,296	59.5%	1.8%
Financial activities	\$ 42,946	\$ 24,091	56.1%	11.4%
Professional & Business Services	\$ 38,076	\$ 27,544	72.3%	2.3%
Education & Health	\$ 35,045	\$ 23,470	67.0%	0.8%
Leisure & Hospitality	\$ 12,002	\$ 9,620	80.2%	10.5%
Other services	\$ 19,710	\$ 17,586	89.2%	3.0%
Public Administration	\$ 35,689	\$ 25,531	71.5%	-0.8%

Source: WI DWD, Bureau of Workforce Information, Quarterly Census of Employment & Wages

tion composition (professional and technical jobs generally have higher wages than clerical and service occupations).

The distribution of total payroll and employment for the major industry groups in Burnett County is detailed in the chart below. Manufacturing employers provide not only the greatest share of the jobs in Burnett County but also have the highest payroll. The second highest payroll and share of jobs is with education and health services employers, which in this case also includes public education.

### 2003 Employment and Wage Distribution by Industry in Burnett County



Source: WI DWD, Bureau of Workforce Information, Quarterly Census Employment and Wages, June 2004



## Per Capita Personal Income

Per capita personal income (see glossary) increased 4.0 percent in Burnett County in 2002, faster than in the United States, Wisconsin and other non-metropolitan counties in the state. Even with the increase, the PCPI in the county is 78 percent of PCPI in Wisconsin and 76 percent of the United States. The county PCPI ranks 53<sup>rd</sup> out of 72 counties in the Wisconsin.

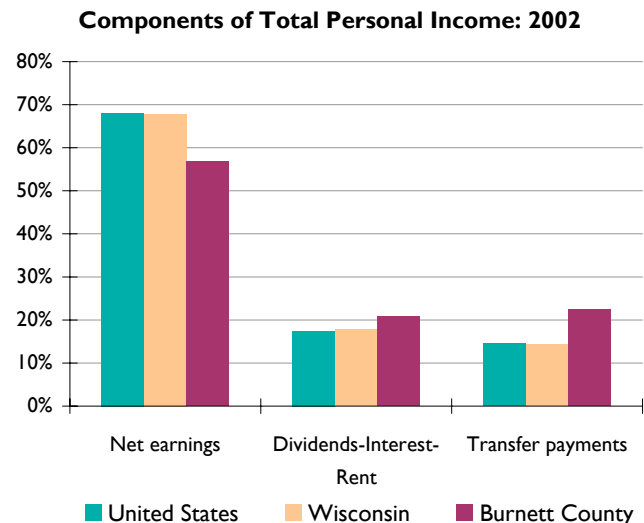
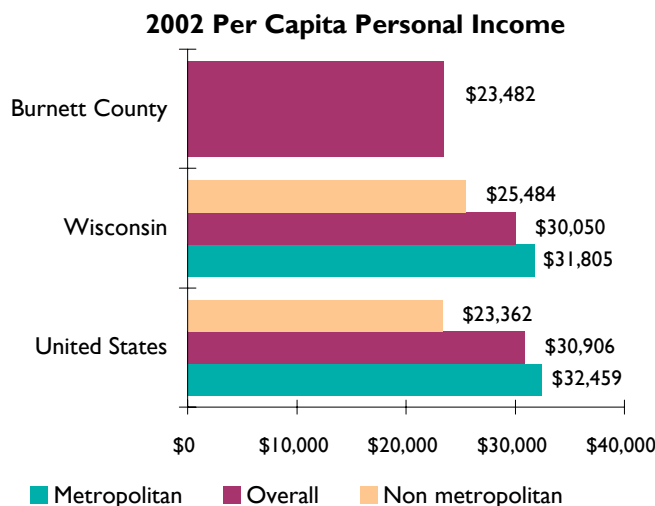
The greatest share of total personal income is net earnings from jobs, both in and out of the county, self-employment and proprietorships. Not only are annual average wages considerably lower than in Wisconsin but net earnings as a share of to-

tal personal income of 57 percent in Burnett County is well below the 68 percent of both the state and nation. In contrast transfer payments comprise a much larger share of total personal income. Both factors contribute to the lower PCPI in the county.

While PCPI is often used as a comparative income measure it should be remembered that population is also a key component. PCPI is the result of dividing total income by total population. Residents over 18 years old earn most income but the younger population is still included in the formula. Likewise, a retired population has a much lower earning capacity.

	Per Capita Personal Income						Percent Change	
	1997	1998	1999	2000	2001	2002	1 year	5 year
United States	\$25,334	\$26,883	\$27,939	\$29,847	\$30,527	\$30,906	1.2%	22.0%
Wisconsin	\$24,514	\$26,175	\$27,135	\$28,573	\$29,361	\$30,050	2.3%	22.6%
Non-metropolitan WI	\$20,734	\$22,195	\$22,900	\$24,059	\$24,833	\$25,484	2.6%	22.9%
Burnett County	\$18,241	\$19,464	\$20,100	\$21,212	\$22,585	\$23,482	4.0%	28.7%
In current dollars (adjusted to U.S. CPI-U)								
United States	\$28,397	\$29,670	\$30,170	\$31,181	\$31,010	\$30,906	-0.3%	8.8%
Wisconsin	\$27,478	\$28,889	\$29,301	\$29,850	\$29,825	\$30,050	0.8%	9.4%
Non-metropolitan WI	\$23,240	\$24,497	\$24,728	\$25,135	\$25,226	\$25,484	1.0%	9.7%
Burnett County	\$20,446	\$21,482	\$21,705	\$22,161	\$22,942	\$23,482	2.4%	14.8%

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, May 2004



Source: U.S. Department of Commerce, Bureau of Economic Analysis, Regional Economic Information System, May 2004

The county workforce profiles are produced annually by the Office of Economic Advisors in the Wisconsin Department of Workforce Development. The author of this profile and regional contact for additional labor market information is:

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**Metropolitan Statistical Area (MSA)** - A single county or group of counties that include at least one urbanized area with a minimum population of 50,000. Multiple-county MSAs have a central county or counties, which have a high degree of social and economic integration with the other member counties as measured by commuting data.

**Non-metropolitan county** - Any county that is not a member of a metropolitan statistical area.

**Net Migration** - One of two components of population change. It is the net result of individuals who either moved into or out of an area.

**Natural Change** - One of two components of population change. It is the result of the number of births minus the number of deaths in an area over a period of time. A natural increase indicates there were more births than deaths. A natural decrease indicates there were more deaths than births.

**Fertility rate** - Number of live births per 1,000 women aged 15-44 years.

**Employed** - Persons 16 years of age or older, who worked as paid employees, or worked in their own business, profession or farm, or worked 15 hours or more as unpaid workers in a family-operated enterprise. Includes those temporarily absent from their jobs due to illness, bad weather, vacation, childcare problems, labor dispute, maternity or paternity leave, or other family or personal obligations.

**Unemployed** - Persons 16 years of age or older with no employment, who were available for work and made efforts to find employment sometime during the previous 4-week period ending with the monthly reference week. Persons who were awaiting recall to a job did not need to look for work to be classified as unemployed.

**Labor Force** - The sum of the employed and unemployed, whom are at least 16 years of age and older.

**Unemployment Rate** - The number of unemployed divided by the labor force. It is expressed as a percentage of the labor force.

**Labor Force Participation Rate (LFPR)** - The labor force divided by the total population aged 16 years and older. It is expressed as a percentage of the population aged 16 years and older.

**Suppressed** - Data is withheld or suppressed if it does not meet certain criteria. If an industry in a county has fewer than three employers or if a single employer employs 80% or more that industry's total employment in that county then the data are suppressed. These criteria were established to maintain the confidential reporting of payroll and employment by employers.

**Total Personal Income** - The aggregate income of an area received by all persons from all sources. It is calculated as the sum of wage and salary disbursements (less contributions for government social insurance), supplements to wages and salaries, proprietors' income with inventory valuation and capital consumption adjustments, rental income of persons with capital consumption adjustment, personal dividend income, personal interest income, and personal current transfer receipts that include retirement and veteran's benefits, government paid medical reimbursements, and income maintenance program payments.

**Per Capita Personal Income (PCPI)** - Total personal income divided by the total population.

**Current Dollars** - Phrase used to express historical dollar values in terms of their current purchasing power via inflation adjustment.

**CPI-U** - Consumer Price Index for all urban consumers, the most commonly used measure of inflation in the United States.